DOCUMENT RESUME

ED 456 363 CG 031 124

TITLE	Environmental Strategies. Technical Assistance Packet.
INSTITUTION	Join Together, Boston, MA.
PUB DATE	2000-04-00
NOTE	7p.
AVAILABLE FROM	Join Together, 441 Stuart St., 7th Floor, Boston, MA 02116. Tel: 617-437-1500; Fax: 617-437-9394; e-mail: info@jointogether.org. For full text: http://www.jointogether.org/sa/files/pdf/environmentalstrat.pdf.
PUB TYPE	Reference Materials - Directories/Catalogs (132) -- Reports - Descriptive (141)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Change Strategies; *Community Action; Drinking; *Drug Education; Mass Media Role; *Prevention; Public Health; Public Policy; Social Environment; Substance Abuse; Violence

ABSTRACT

Families, schools, community organizations, and local practitioners have an important role to play in bringing about changes in the larger physical and psychosocial environment. The environmental strategies of policy, enforcement, education, communication, and collaboration can all have a significant impact. These environmental strategies for prevention of substance abuse can also contribute to violence prevention. This paper provides resources to help communities undertake the necessary measures to reduce substance abuse. Alcohol advertising and alcohol policy play an important role in environmental strategies and resources related to this topic are also included. (JDM)

Reproductions supplied by EDRS are the best that can be made
from the original document.

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
X This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY
K. Cadet
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

ENVIRONMENTAL STRATEGIES

Technical Assistance Packet

Join Together:
A National Resource for Communities Fighting Substance Abuse and Gun Violence

www.jointogether.org/

April 2000

ED 456 363

Description of the Issue

Families, schools, other community organizations, and local practitioners have an important role to play in bringing about changes in the larger physical and psychosocial environment. The choice to use substances may occur at the individual level, but just as family, peer, and school factors influence these choices, so too do factors in the community and society as a whole. As Michael Klitzner, Ph.D., one of the founders of the Center for the Study of Environmental Approaches to Alcohol, points out, "The shared environment [norms, regulations, and availability] supports some behaviors and thwarts others."

Individuals, professional and community groups, and state and national organizations can find opportunities to get involved in changing the environment in ways that contribute to prevention. Environmental strategies can reduce or prevent use. Five environmental strategies can have a significant impact. They are: policy, enforcement, education, communication, and collaboration. These environmental strategies for preventing, reducing, or eliminating substance abuse also contribute to violence prevention. (Northeast Center for Applied Prevention Technologies). Alcohol advertising and alcohol policy play an important role in environmental strategies. Therefore, resources related to these topics are also included in this packet.

What follows is a list of national organizations, publications, community leaders with an expertise in environmental strategies including alcohol policy and advertising issues, and community stories.

National Organizations

Center for Substance Abuse Prevention (CSAP)
CSAP is the federal organization designed to encourage creative and effective efforts aimed at reducing and eliminating alcohol, tobacco, and other drug (ATOD) problems in our society. CSAP has many publications about prevention and community organizing which are available through the *National Clearinghouse for Alcohol and Drug Information* (NCADI), www.health.org or 800-729- 6686.
CSAP, 5600 Fishers Lane, Rockwall II Bldg. Room 9D16, Rockville, MD 20857; Tel: 800-729-6686; www.samhsa.gov/csap/index.html

CG031124

BEST COPY AVAILABLE

Center for the Science in the Public Interest Alcohol Policies Project
The Alcohol Policies Project is designed to reduce the devastating health and social consequences of drinking. The project's comprehensive, prevention-oriented policy strategy is aimed at curbing alcohol-related problems. The project accomplishes this by promoting the following: advertising and promotion reforms, efforts to adjust excise taxes, and changes in label warnings, and point-of-sale health warnings. The project offers fact sheets, action alerts and links.
1875 Connecticut Avenue, NW, Suite 300, Washington, DC 20009; Tel: 202-332-9110; Fax 202-265-4954; Eml: cspi@cspinet.org; www.cspinet.org/

The Northeast Center for Applied Technologies (NECAPT)
The Northeast CAPT's mission is to support the application of science-based substance abuse prevention programs and strategies at the regional, state and local levels, and enhance collaboration between and within each level. One of the foci of the CAPT is environmental strategies. The CAPT offers publications, trainings and technical assistance to community groups.
Education Development Center, Inc., 55 Chapel Street, Newton, MA 02458; Tel: 617-969-7100 or 888-EDC-CAPT; Fax: 617-527-4096; Eml: mailto:capt@edc.org; www2.edc.org/capt/

Marin Institute for the Prevention of Alcohol and Other Drug Problems
The Marin Institute offers training, publications and general information about environmental strategies. Information such as publications, trainings and research can be found on their website.
24 Belvedere Street, San Rafael, CA 94901; Tel: 415-456-5692; Fax: 415-456-0491; www.marininstitute.org/

The Institute for Public Strategies
The Institute for Public Strategies (IPS) provides leadership and strategies which support changes in public and private policy and community standards and norms. One of their strategies is media advocacy.
148 E. 30th Street, Suite B, National City, CA 91950; Tel: 619-474 8844; Fax: 619-474 8838; Eml: mailto:info@iha-news.org; www.healthadvocacy.org/

FACE (Facing Alcohol Concerns Through Education)
FACE is a national non-profit organization that focuses specifically on alcohol issues. FACE conducts work in three areas: media development on key alcohol issues that is designed to help people make connections between alcohol and critical public health concerns; training on community organizing for the reduction of alcohol-related problems among youth and adults; national advocacy for policy change on alcohol that reduces risk and liability related to alcohol sales and service, increases the safety of community environments and increases the quality of life for individuals.
105 W. Fourth Street, Clare, MI 48617; Tel: 888-822-3223; Fax: 517-386-3532; Eml: face@glccomputers.com; faceproject.org/

Center for Alcohol Advertising
The Center on Alcohol Advertising stimulates and supports a national movement to end alcohol promotion to children. The goal is to dramatically reduce children's exposure to alcohol advertising. The Center uses media advocacy to promote policies that protect children from alcohol advertising on TV and radio, billboards and point-of-sale promotions. Hundreds of groups across the country participate in Hands Off Halloween, the Center's annual campaign to end Halloween beer promotions.
Trauma Foundation, San Francisco General Hospital, 1001 Potrero Ave., Bldg. 1, Room 300, San Francisco, CA 94110; Tel: 415-821-8209; Fax: 415-282-2563; www.tf.org/tf/alcohol/ads/index.html

Publications and How to Order Them

The publications listed here are both free and of modest cost.

- *Join Together Newsletter, Winter 2000* focuses on Environmental Strategies. For a copy of the newsletter, go to www.jointogether.org/publications or call 617-437-1500.

- *Integrating Environmental Change Theory into Prevention Practice* is a presentation, which explains what environmental change is and strategies that communities can use to make a difference. It is available via the internet at www2.edc.org/capt/services/products/papers/envicr/ or by contacting the Northeast CAPT, Education Development Center, Inc., 55 Chapel Street, Newton, MA 02458; Tel: 617-969-7100 or 888-EDC-CAPT; Fax: 617-527-4096; Eml: capt@edc.org

- *Environmental Prevention Strategies: An Introduction and Overview* by Deborah A. Fisher. This document describes the differences between strategies aimed at changing individual behavior and those directed towards environmental change. Advantages of environmental approaches are outlined as well as specific levels of effectiveness for different strategies. Available online at http://www2.edc.org/capt/csap/#environmental or by contacting the Northeast CAPT, Education Development Center, Inc., 55 Chapel Street, Newton, MA 02458; Tel: 617-969-7100 or 888-EDC-CAPT; Fax: 617-527-4096; Eml: capt@edc.org

- *Overcoming the barriers: Implementing environmental approaches to prevent alcohol, tobacco, and illegal drug problems* by James F. Mosher and David H. Jernigan
This important paper examines 14 barriers to the implementation of environmental approaches. Examples of such barriers include confusing terminology, the regulation of legal products, lobbying, the threat to civil liberties, limited funding, and industry opposition to marketing curbs. Suggested methods for dealing with the barriers are included in the paper along with real outcomes from communities across the nation. Available from the Marin Institute for the Prevention of Alcohol and Other Drug Problems, www.marininstitute.org or by calling 415-456-5692.

- *Manual for Community Planning to Prevent Problems of Alcohol Availability.* This manual is designed to train local communities on how they can prevent and/or reduce alcohol-related problems through environmental strategies. Available from the Institute for the Study of Social Change, 2232 Sixth Street, Berkeley, CA 94710; Tel: 510-540-4717.

- *Youth and Alcohol: Summary of Research, Alcohol Advertising's Effects on Youth and Youth and Alcohol: Controlling Alcohol that Appeals to Youth* -- available from The National Clearinghouse on Alcohol and Drug Information, www.health.org or 800-729-6686.

National and Community Leaders

James Baker
Institute for Public Strategies
2406 Foxglove Court
Bozeman, MT 59718
Tel: 406-522-0712
Fax: 406-522-5714
Eml: jbaker@iha-news.org

George Hacker
Director of Alcohol Policies
Center for Science in the Public Interest
1875 Connecticut Avenue, NW, Room 300
Washington, DC 20009
Tel: 202-332-9110 x343
Fax: 202-265-4954
Eml: GHacker@cspi.org

Patricia Harmon
Director
Ohio Parents for Drug Free Youth
6185 Huntley Road, Suite P
Columbus, OH 43229-1094
Tel: 614-540-9985
Fax: 614-540-9990

Michael Sparks
Vallejo Fighting Back Partnership
P.O. Box 3068
Vallejo, CA 94590
Tel: 707-648-5230
Fax: 707-648-5212

Alberta Tinsley-Talabi
Council Member
City of Detroit
1340 City County Building
Detroit, MI 48226
Tel: 313-224-1645
Fax: 313-224-1787

Jean Yarborough
President
Park Heights Networking Community Council
4804 Palmer Avenue
Baltimore, MD 21215
Tel: 410-466-6494
Fax: 410-522-7153

Community Stories

Stories listed below are reprinted from Join Together Online. Similar stories can be found at www.jointogether.org.

Citizen Action Reduces Number of Alcohol Outlets
Tired of the alcohol-related problems besetting their streets, voters in Chicago's Roseland community went to the polls last November and kicked 32 alcohol establishments out of their neighborhood.

Perhaps only in Chicago, where a 1934 end-of-Prohibition statute provides such statutory machinery, could such a massive citizen anti-liquor action take place. The city's Community Alternative Policing Strategies, or CAPS program, has trained community groups on the process of getting liquor sales-ban questions on the ballot and winning at the polls.

In the Roseland community, the congregation of the huge Salem Baptist Church was most receptive to the city's help. Largely due to the leadership of Rev. James Meeks, the church spearheaded the signature drive that ended in the sales bans. For more information, contact the City of Chicago Office of Substance Abuse Policy at 312-747-2606.

Teens Tackle Alcohol Advertising
Escondido – A group of teen-ages concerned about alcohol advertisements that target youths surveyed area retailers and were satisfied that the majority of them were marketing their products responsibly. Four teens looked at the advertising used in eight markets and drugstores in the city, and reported that only one of the businesses displayed ads that could have broad appeal to youths. The group wanted to encourage retailers to be more aware of how they're using characters such as Frankenstein, bats and witches, as well as actors kids may look up to, in advertising. Tim Juarez, store manager at the Rite-Aid on East Valley Parkway, said he was pleased his store was recognized by the group, and that he believed it was store policy not to display alcohol advertisements that target youths. The teens said they tackled the issue of underage drinking within the community because it affects so many youth. For more information, visit www.healthadvocacy.org/.

Effort Promotes Responsible Alcohol Management
Pennsylvania recently launched a statewide effort called TEAM that promotes responsible alcohol management in the state's ballparks, stadiums and arenas to the Pennsylvania Liquor Control Board. The **Pennsylvania Liquor Control Board (PLCB)** is working with **TEAM (Techniques for Effective Alcohol Management)**, a nationwide coalition that encourages sports facilities to manage alcohol service and consumption.

"When fans go to a ballpark to see their favorite team play, they expect to have a good time, but too often these events are marred by the reckless behavior of those who drink too much," said PLCB Chairman John E. Jones III. "This program aims to change the environment and culture in our ballparks to enhance fan safety and enjoyment of the game." The Philadelphia Phillies baseball team was the first Pennsylvania sports team to implement the program. As part of TEAM, the current alcohol-related policies and practices of the Phillies is assessed. Training

then is provided to stadium personnel so that they will be able to recognize early signs of trouble and take appropriate action. In addition, scoreboard messages and public service announcements will remind fans of the Phillies no-nonsense alcohol policy. For more information, contact the Pennsylvania Liquor Control Board at (717) 783-8864 or visit their website at www.lcb.state.pa.us/.